

BERJAYA

News from
June to
September 2023

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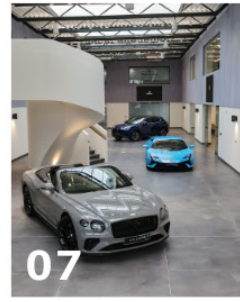
Berjaya Times Square KL Tower Run 2023



#BCorpUpClose

Table of Contents

03 Cover Story



07 Retail Food and Non-Retail Food Segment



15 Hospitality Segment

22 Services Segment

25 Others Segment

37 CSR Initiatives Segment

44 Sustainability Segment



"It's a tough race to reach to the top despite being only 47 floors. I am delighted to see everyone enjoying themselves and treating this race as a challenge. I hope Berjaya Corporation Berhad will organise Berjaya Times Square Tower Run 2024 and I can't wait to be back!"

- Mr Soh Wai Ching, Malaysia's World No. 1 Tower Runner



Berjaya Times Square Tower Run 2023



Organized by
BERJAYA

**BERJAYA
TIMES SQUARE
TOWER RUN 2023**

📍 Berjaya Times Square, KL

23 JULY
Sunday | 7am

**1061
STEPS**

**185
METERS**

**47
FLOORS**

The Kuala Lumpur skyline shimmered with energy on a sunny Sunday morning as adrenaline junkies and fitness buffs from around the world gathered for the much-anticipated Berjaya Times Square Tower Run on 23 July 2023. Towering 183 meters high, the Berjaya Times Square course challenged runners with 47 floors and over 1,000 steps, testing their endurance to the limits.



As early as 5:30am on race day, roughly 500 participants from across the globe trickled in to collect their race kits, with 100 runners representing the Berjaya Group of Companies. Nearby, the Starbucks Malaysia team set up a booth offering complimentary tea and coffee to racers and officials. Gym trainers from BossFit Gym led a warm-up session at the Boulevard, taking the runners through stretching routines to boost their energy and adrenaline.

The Berjaya Times Square Theme Park's Cat mascot made a guest appearance, livening up the atmosphere. Malaysia's top tower runner Soh Wai Ching then joined the warm-up, sharing pro tips to avoid injuries and fatigue during the climb. The runners queued up behind the starting line in anticipation, as Berjaya Corporation Berhad's Joint Group



CEO Vivienne Cheng flagged them off, along with the theme park mascot. The race commenced with the Men's Veteran category led by Soh Wai Ching and participants from Taiwan, the UK, Singapore, and Indonesia. Next were the Women's Veterans, Men's Open, Women's Open, and finally the Berjaya Group's Veterans and Open categories. Berjaya tower runners posed for photos with Vivienne Cheng before heading off. Many were surprised to spot Tan U-Jiun, Executive Director of Transwater Tenaga Sdn Bhd, among the runners. At the flag-off, elite athletes and amateur enthusiasts charged forwards, fuelled by determination to conquer the tower. Veterans and first-timers alike felt the exhilaration and adrenaline-rush as they raced upstairs, striving to catch up with Soh. At the tower peak, the finishing runners were greeted by Kuala Lumpur's

brehtaking skyline, a welcomed sight after the gruelling ascent. Runners celebrated triumphantly, relishing the sense of achievement having overcome self-doubts and conquered the course. Many walked away with new friendships forged by the shared experience.



Retail (Non-Food) Segment

Bentley Hatfield Officially Opens With Exclusive Launch Event

Celebrating luxury and customisation, the state-of-the-art Bentley Hatfield showroom officially launched on 15 June 2023. An exclusive evening event marked the occasion, attended by Bentley Chairman and CEO Adrian Hallmark and H.R. Owen CEO Ken Choo along with discerning customers and media.

Spanning 110,000 square feet, the multi-million pound facility boasts a spacious showroom showcasing the latest Bentley models. The Mulliner Commissioning Studio offers near endless personalisation, allowing clients to craft a bespoke Bentley to their exact specifications. Curated paint, leather, and veneer samples inspire customization dreams.

The Hatfield location also houses three service centers, including a Bentley aftersales site that visually assesses each vehicle before workshop entry. With cutting-edge amenities and expert craftsmanship under one roof, Bentley Hatfield provides the quintessential destination to experience the marque's newest and most thrilling models. Far more than a showroom, it offers a place to relax, explore, and connect with fellow enthusiasts who share your passions and ambitions.

Ferrari Hatfield Celebrates Grand Opening With Scuderia Ferrari's Formula 1 Driver Carlos Sainz

Scuderia Ferrari Formula 1 driver Carlos Sainz officiated the grand opening of the brand-new Ferrari showroom on July 5, 2023, hosted by H.R. Owen. The highlight was an exclusive preview of the all-new Ferrari Roma Spider. Arriving in a stunning white Ferrari SF90 Stradale, Sainz was joined by over 200 guests and H.R. Owen CEO Ken Choo for the red carpet celebrations.

The exterior of the two-story showroom was painted Ferrari's signature Rosso Corsa red to honour the brand's heritage. Inside, a DJ set and live music entertained guests as two driving simulators allowed them to test drive a Ferrari F1 race car. Catering blended Italian and Malaysian cuisines as a nod to both the marque's nationality and the owners' heritage. To culminate the memorable evening, H.R. Owen prepared a special presentation unveiling the highly-anticipated Ferrari Roma Spider.



The all new state-of-the-art Ferrari Hatfield showroom painted in Ferrari's Rosso Corsa signature red.

Rolls-Royce Motor Cars London Named Rolls-Royce Global Dealer of the Year

For the second time in five years, Rolls-Royce Motor Cars London clinched the prestigious Rolls-Royce Global Dealer of the Year award. The London showroom also scored a hat-trick, snagging the Regional Sales Dealer of the Year and Regional Whispers Dealer of the Year honours. The accolades were announced through a series of in-person and virtual events celebrating worldwide Rolls-Royce retailers for delivering exceptional service and experiences.

The win coincides with Rolls-Royce Motor Cars London's first full year at their new Mayfair location. As the first Rolls-Royce dealer globally with an immersive client experience reflecting the brand's evolution as a luxury goods house, the showroom has set a new retail standard.

Jointly won with Rolls-Royce Motor Cars Philadelphia, the Global Dealer of the Year award recognizes consistent excellence across after sales, marketing efforts, and customer engagement. With stellar performance spanning all areas, the London dealer drove home two additional regional awards this year.



Rolls-Royce Motor Cars London Team receives Global Recognition.

Lamborghini 60th Anniversary Tour

Lamborghini celebrated their 60th anniversary in high style this June as 36 clients embarked on an epic 1,200-mile road trip across Europe. Traversing stunning vistas in France, Germany, Austria and the Alps, the four-day drive culminated in Sant'Agata in tribute to the brand's roots.

The 36 Lamborghini owners enjoyed the open road in an enviable convoy of cutting-edge supercars. At journey's end, the Italian automaker treated its loyal enthusiasts to exclusive experiences at company headquarters. A behind-the-scenes factory tour took gearheads through production lines crafting the next generation of audacious bull-badged supersports. The celebratory weekend wrapped up with a glamorous gala dinner, dazzling fireworks displays, and thumping live music - sending the guests off in true Lamborghini fashion after 60 incredible years.



Mountain pass pitstop with Lamborghini owners at the Swiss Alps.



Lamborghini owners gathered at the Reims Motor Racing Circuit for some fun race laps.



Owners were brought on a private tour around Lamborghini Museum.



Group photo of Lamborghini owners at the Lamborghini Museum.

Lamborghini Hatfield Grand Opening

H.R. Owen hosted a glamorous VIP gala to commemorate the official opening of Lamborghini Hatfield, now the eleventh official UK franchise outlet for Automobili Lamborghini. The new Hatfield location provides comprehensive showroom and aftersales facilities catering to the region's expanding Lamborghini ownership and latest models.

Over 200 guests joined Lamborghini executives alongside Lamborghini Hatfield and H.R. Owen management for the exclusive unveiling. A specially commissioned artwork by local Hatfield artist Mark Evans was revealed, featuring a leather-etched bull to celebrate Lamborghini's 60th anniversary in 2023. Dealers worldwide took part in similar commemorative commissions.

Cars displayed included the all-new Lamborghini Revuelto plug-in hybrid HPEV (Lamborghini's first V12 super sports electrified vehicle), alongside the Huracán Sterrato, Countach LPI 800-4, and current Huracán and Urus ranges. With state-of-the-art facilities and the marque's latest generation of audacious supersports machines, Lamborghini Hatfield promises an inimitable ownership experience befitting the raging bull emblem.



Guests welcomed at the new Lamborghini Hatfield Showroom.



Stephan Wikelmann, Chairman and Chief Executive Officer of Automobili Lamborghini greeting and welcoming guests.



Team Maserati's Formula E drivers.



Q&A session with guests and Formula E drivers.



A line-up of Maserati's latest range of vehicles.



2023 Maserati GranTurismo

Maserati Hatfield Hosts an Evening with Formula E

Ahead of the London Formula E finals on 27 July 2023, H.R. Owen's Maserati Hatfield showroom hosted a special event for Maserati MSG Racing fans. Edoardo Mortara and Maximilian Günther offered insights into Maserati's motorsports and road car operations, reflecting on challenging yet optimism-inducing seasons. Despite rankings of 14th and 7th respectively, both drivers headed into the weekend's final races with hopes high after Günther's win in Jakarta.

The event included a Q&A where Maserati designers discussed the new, all-electric Folgore range developed using Formula E technology. Grecale and GranTurismo Folgore models displayed firsthand how racetrack ideas transform into road cars. As the first luxury Italian brand with a fully electric vehicle lineup, the Folgore range – meaning lightning in Italian – marks a historic turning point for the trident marque and Italian automotive alike.

Visit from the Kowloon Chamber of Commerce Students

Students from the Kowloon Chamber of Commerce enjoyed an unforgettable day at the Cosway Experience Centre, beginning with an inspiring speech by Dr. Alice Lee, Chief Executive Officer of Cosway (M) Sdn. Bhd. Divided into groups, the students immersed themselves in various fun activities highlighting Cosway's storied legacy and diverse product range.

From skincare essentials and personal care items to household products and health supplements, they explored the breadth of offerings in food, beverages and beyond. A delightful food tasting session allowed firsthand experience with some of Cosway's products. The day culminated in a heart warming group photo to commemorate the enriching visit. With sweet memories and goody bags in hand, the students departed having gained memorable insights into the Cosway brand.



Knowloon students visiting the Cosway Experience Store at Berjaya Times Square Kuala Lumpur



Cosway staff conducting product demonstrations to the Knowloon students.



Dr. Alice Lee, Chief Executive Officer of Cosway (M) Sdn Bhd briefing students on Cosway's range of products.

Cosway's Health2Wealth Nationwide Roadshow

From May 5th to 31st, 2023, Cosway Malaysia embarked on a nationwide Health-2Wealth roadshow, visiting multiple cities to engage valued customers and potential business partners. The ambitious initiative sought to impart health insights while unveiling exciting entrepreneurial opportunities with the direct selling giant.

The coast-to-coast tour received an overwhelming response. To show appreciation for this support, Cosway welcomed guests with gifts at each event location. Lucky draws with amazing prizes added to the excitement, rewarding loyal customers and new partners alike.

With health education and economic empowerment as driving goals, Cosway's cross-country roadshow strengthened existing bonds and sparked new connections with communities across Malaysia. The resounding reception reflects the company's customer-centric approach in delivering quality products and services.



Cosway's 1hour2wellness Workshops

Starting May 2023, Cosway conducted over 25 sessions of 1hour2wellness workshop sessions providing bite-sized health, wellness tips and product information during lunchtime to all Berjaya Group employees. Join them every Tuesday from 12:45 pm to 1:45 pm to find out the ideal ways to foster healthy habits and equip yourself with the latest information on health and wellness to help you make informed and practical choices leading to a good quality of life. Packed lunch and samples are provided at these workshop sessions.



Hospitality Segment

Hemispheres Steak & Seafood Grill Recognised as Michelin Selected Restaurant

On June 7th, 2023, Hemispheres Steak & Seafood Grill Restaurant at Sheraton Hanoi Hotel earned distinction as a Michelin Selected restaurant in Vietnam.

The Michelin Guide evaluations are conducted anonymously by renowned inspectors. Each review progresses through multiple rigorous rounds of scrutiny against five globally consistent criteria – quality of ingredients, mastery of cooking techniques, harmony of flavours, ability of the chef's personality to come through in each dish, and across-the-board consistency over time.

According to the Michelin Guide: "Embark on a culinary journey around



the world with the freshest ingredients from the northern and southern hemispheres, as well as the east and the west. Tailor your itinerary across continents, possibly with the house-marinated Atlantic Salmon from the north or west, or Grilled New Zealand Rack of Lamb from the south or east and also a fine range of world-class premium beef steaks. The views over West Lake offer a slice of tranquillity amidst the urban turmoil.”

Earning the Michelin Selected label places Hemispheres among an elite circle of internationally-renowned culinary destinations praised for outstanding gastronomic excellence.



Booking.com Awarded Berjaya Hotels & Resorts Top Performing Hotel Group 2023

Berjaya Hotels & Resorts was honoured with Booking.com's esteemed Top Performing Hotel Group 2023 award on June 12th, 2023. This prestigious distinction recognizes the exceptional service and experiences delivered by Berjaya properties across the world.

Achieving top ratings among global hospitality brands, Berjaya Hotels & Resorts owes this triumph to the unwavering support and trust of their valued guests. As the group continues raising the bar for excellence, stay tuned for even more exciting holiday experiences in the years ahead.

With guest satisfaction as their North Star, this accolade celebrates Berjaya's passion for innovation and commitment to exceeding expectations. By living their mantra "we care" every day, they look forward to creating unforgettable memories for travellers at stunning destinations worldwide.



Exciting Experiences Await At Ansa Walk

Indulge in delightful treats and capture unforgettable moments at ANSA Walk, located at the entrance of ANSA Hotel Kuala Lumpur.

From August 18th through November 14th, 2023, KOI Thé collaborated with softserve to introduce a unique milk tea-flavoured soft serve ice-cream, available at the pop-up stall.

Aligning with ANSA Hotel Kuala Lumpur's philosophy that indulgence need not compromise wellbeing, complimentary Kelava

ice cream was gifted during June, July and August to social media followers and in conjunction with festive celebrations.

Effective July 1st, 2023, 808 Photo Studio's state-of-the-art photo booth from Korea, operational 24/7, empowers guests to print high-quality photos onsite, with professional lighting and cameras for flawless images. Capturing snapshots at this photo booth promises an essential element of the ANSA Walk experience for visitors and passersby alike.



KOI Thé Thx softserve pop-up stall at ANSA Walk.



Members of the public enjoying Kelava ice-cream with compliments from ANSA Hotel Kuala Lumpur.



808 Photo Studio's photobooth at ANSA Walk.

Berjaya Hills Resort Supports Job Placement Program For Parolees

Since October 2022, Berjaya Hills Resort, in collaboration with Malaysia's Prison Department (Jabatan Penjara Malaysia or JPM) and Social Security Organization (Pertubuhan Keselamatan Sosial or PERKESO), has actively supported reintegration programs for parolees - offering second chances and new beginnings.

To date, over 40 parolees have been engaged across resort departments including Golf, Theme Park, F&B, Engineering, Culinary, Housekeeping and Hospitality. Berjaya Hills firmly believes in equal opportunities - that one's past does not dictate their future. This ethos is enabling those from challenging backgrounds to become productive members of society.

By providing the necessary training to enhance skills and employability, the resort aims to equip parolees for sustainable professional lives ahead. It's a full circle program that offers hope, nurtures human potential, and creates inclusive communities.



Joining Tourism Seychelles In Showcasing Tropical Splendour In India

Recently, Tourism Seychelles hosted a pivotal tri-city roadshow across Mumbai, Delhi and Ahmedabad from July 31st to August 4th, 2023. The initiative spotlighted Seychelles' unrivalled allure as a luxury and leisure destination while strengthening bilateral ties with India's tourism industry.

Ms. Erica Tirant, Sales Manager at Berjaya Beau Vallon Bay Resort & Casino, joined Tourism Seychelles representatives, Air Seychelles team members and several local partners from hotels and destination management companies. Through one-on-one meetings with over 180 top Indian travel entities,

the roadshow brought key tourism stakeholders together. The events provided a strategic platform for Seychelles' products to interact directly with leading travel agents and tour operators. Tourism partners showcased the archipelago's unique proposition to influencers in this high-potential market.

With enhanced collaboration and exposure among major players, the tri-city roadshow has paved a promising path for Seychelles in the Indian tourism landscape going forward.



(Third from left) Erica Tirant, Berjaya Beau Vallon Bay Resort & Casino with representatives from Seychelles' destination management companies.

Redefining Air Travel



Berjaya Air Sdn Bhd (“Berjaya Air”) inked a pivotal Heads of Agreement (HOA) with leading aircraft manufacturer ATR on June 27th, 2023 - advancing the company’s strategic growth and fleet expansion plans.

The landmark deal entails Berjaya Air purchasing two ATR 72-600 aircraft, renowned for exceptional performance, reliability and comfort - ideal for discerning clientele. Fitted with cutting-edge PW127XT engines that emit 45% less CO2 versus similar regional jets, the planes uphold Berjaya’s commitment to sustainability. The agreement also introduces ATR’s elite All Business

Class Highline model, promising unparalleled luxury for travellers. By acquiring these state-of-the-art aircraft, Berjaya Air aims to meet burgeoning regional demand for premium air services. Combining ATR’s advanced engineering with Berjaya’s service excellence will undoubtedly redefine industry standards for luxury and eco-friendly air travel. Berjaya Corporation Founder and Advisor Tan Sri Dato’ Seri Vincent Tan Chee Yioun remarked, “This collaboration with ATR exemplifies Berjaya Group’s pursuit of excellence and memorable customer experiences. Crucially, our initiatives integrate environmental preservation – these new fuel-efficient planes reinforce that commitment.” Berjaya Land Group CEO Syed Ali Shahul Hameed added, “The ATR 72-600 aligns perfectly with our vision of premier VIP journeys. With enhanced comfort, technology and efficiency, the all-Business Class

layout pampers passengers – allowing us to serve evolving expectations.”

The HOA was signed by Berjaya Air’s CEO Datuk Chester Voo and ATR’s Head of Asia Pacific Jean-Pierre Clercin. Also present were Tan Sri Dato’ Seri Vincent Tan, Syed Ali Shahul Hameed, ATR Sales Director Mavis Toh and Berjaya Air management.

Berjaya Hotels & Resorts Participated In Fire Drill Simulation

On August 15th, 2023, 30 participants from Berjaya Hotels & Resorts’ Corporate Office joined a fire drill simulation exercise held by parent company Berjaya Corporation Berhad. Conducted in compliance with Malaysia’s 1988 Fire Service Act, the comprehensive drill brought together multiple Berjaya entities along with four stations of the national Fire and Rescue Department (BOMBA) and other local agencies. Equipped with firefighting equipment, attendees underwent simulated emergency response scenarios inside Berjaya Times Square Hotel. The hands-on practice enabled employees to apply evacuation protocols, operate suppression systems, assist rescue teams, and coordinate crisis communication. Participants also gained first-hand experience on challenges rescue personnel face in navigating a smoke-filled building. Vital exercises like this joint fire drill foster more effective disaster preparedness across Berjaya properties nationwide. Running regular emergency response simulations with BOMBA and community partners also strengthens operational coordination during potential real-world crises. Keeping guest and employee safety at the core, Berjaya’s proactive approach develops staff competency while evaluating and optimising crisis protocols.

Berjaya Hotels & Resorts Organised Inter-Department Tournaments

Staff from Berjaya Hotels & Resorts' Corporate Office and Kuala Lumpur's Berjaya Times Square Hotel assembled for two days of rousing inter-department basketball and table tennis tournaments. The exhilarating events displayed employee talents and competitive spirit while facilitating camaraderie-building across various divisions.

Separated into teams representing their respective departments, participants embraced friendly rivalry on the courts and rallied for glory with workplace colleagues. Nail-biting matches kept spectators on the edge of their seats across both adrenaline-filled days.

Beyond highlighting the athletic abilities of employees, the engagements strengthened social bonds through shared experiences. Opportunities for mingling and banter also brought welcome relief from routine while injecting energy into the work week.

As part of Berjaya's ongoing efforts to nurture an positive organisational culture, activities like these dual sports tournaments promote integration, intrinsic motivation and wellbeing. More than just competition, they reinforce people-first values that make Berjaya an employer of choice.





Services Segment

Official Visit To Bukit Tagar Enviro Park By Director General Of Jabatan Pengurusan Sisa Pepejal Negara, Kementerian Pembangunan Kerajaan Tempatan

On August 24th, 2023, Bukit Tagar Enviro Park (BTEP) welcomed YBrs Tuan Ir. Ts. Dr Mohd Azhar bin Abd Hamid, the newly appointed Director General of Malaysia's National Solid Waste Management Department (Jabatan Pengurusan Sisa Pepejal Negara or JPSPN) under the Ministry of Housing and Local Government (Kementerian Pembangunan Kerajaan Tempatan or KPKT), along with visiting delegates.

Attending dignitaries included JPSPN's Deputy Director General (Technical) YBrs Tuan Ir Muhamad Zaini Hasnan alongside department officials and Kuala Lumpur City Hall representatives. BTEP concessionaire BERJAYA EnviroParks Sdn Bhd's Managing Director Mr. Koh Chee Yong conducted an introductory briefing on Bukit Tagar landfill operations. This was followed by a site tour of existing BTEP facilities.

The session provided a strategic platform to strengthen engagement between BTEP and national agencies spearheading solid waste management transformation under Malaysia's Roadmap Towards Zero Single-Use Plastics 2018-2030. With sustainability at its core, BTEP looks forward to supporting JPSPN's vision to evolve integrated waste solutions via public-private partnerships.



Mr. Koh Chee Yong briefing Director General of JPSPN of the Bukit Tagar Enviro Park project scale model at the education centre.

Waste Management Association Of Malaysia Annual Conference 2023

Amita Berjaya Sdn Bhd (ABSB) and Berjaya EnviroParks Sdn Bhd (BEP) actively participated in the Waste Management Association of Malaysia (WMAM) Annual Conference 2023, held at Impiana Hotel Ipoh, Perak on 2 and 3 August 2023. The conference, centered around the theme “Green Technology & Circular Economy for Sustainable Future,” drew over 200 participants.

Coinciding with the WMAM Annual Conference 2023 in Ipoh, Perak, the inaugural Waste Management Achievement Awards took place on 2 August 2023. This prestigious recognition aims to honour exceptional accomplishments in waste and environmental management by companies in Malaysia. ABSB and BEP emerged victorious in Category 1 (SMEs - ABSB) and Category 4 (Large Enterprise - BEP), respectively. The awards were presented by Duli Yang Teramat Mulia Raja Muda Perak Darul Ridzuan Raja Ja’afar ibni Almahum Raja Muda Musa to the deserving recipients.



Group photo of the award recipients.



Others

U Mobile's U Home 5G Brings Broadband With Fibre-Like Speeds To More Malaysian Homes

U Mobile has broadened its broadband offerings by introducing U Home 5G, the inaugural 5G home broadband plan in Malaysia without any contractual obligations. Priced at a competitive RM78 per month, customers can relish limitless, fiber-like speeds without being bound by a contract. The hassle-free, plug-and-play solution eliminates the need for scheduling appointments for hacking and port installations, enabling customers to promptly access the service upon subscription. Furthermore, U Home 5G operates as a SIM-only plan, allowing customers to seamlessly utilise it with any compatible modem or router they own or purchase.

In celebration of the U Home 5G launch, U Mobile is presenting the plan at a special promotional rate of RM68 per month. This exclusive offer is effective immediately and will continue until further notice. Customers subscribing to U Home 5G during the promotional period will enjoy the discounted rate for the duration of their subscription. U Home 5G is compatible with any modem or router that aligns with Malaysia's 5G network, and users can refer to U Mobile's website at u.com.my/home5G for a list of recommended modems or routers.



The promotional banner features a vibrant orange background. On the right side, there is a stylized house icon with a family of four (a man, a woman, and two children) inside, appearing to be in a living room. The U Mobile logo is positioned in the top right corner. The main text on the left reads: "NEW U HOME 5G" in a white box, followed by "WELCOME TO 5G HOME." in large white letters, and "FIBRE-LIKE SPEEDS AT HOME WITHOUT THE FUSS AND CONTRACT." in smaller white text. Below this, a list of benefits is shown in white boxes: "BEST FOR HOME BROADBAND", "UNLIMITED 5G BROADBAND", "NO CONTRACT", and "NO INSTALLATION NEEDED". A large price tag in the bottom right corner displays "RM78" in small text and "RM68" in large, bold text, with "/MONTH" written below it.

U Mobile Doubles the Quota For U Postpaid 68 To 200GB 5G/4G Data Monthly

To commemorate Bulan Kebangsaan, U Mobile has revealed enhancements to its U Postpaid 68 plan. Effective September 1, 2023, the updated U Postpaid 68 plan now provides double the data allocation, offering 200GB of 5G/4G data per month for the unchanged price of RM68 monthly. Customers can utilise their data for hotspot functionality and roaming in Singapore, Indonesia, and Thailand. Additionally, subscribers of the upgraded plan have the option to register for two UFamilyShare lines at RM38 per line. Those interested in bundling a new 5G device with the plan can acquire a complimentary phone with a 36-month contract.

The enhanced U Postpaid 68 is also included in the government's Pakej 5G RAHMAH and Insentif Pascabayar RAHMAH Penjawat Awam initiatives, available at a special rate of RM58 monthly.

- Under Pakej 5G RAHMAH, all Malaysians can bundle the upgraded U Postpaid 68 with a new 5G device for RM240, with a 24-month contract. However, for the initial 100,000* B40 customers, the cost for a new 5G device is reduced to RM120 when bundled with the upgraded U Postpaid 68 for 24 months. This offer is valid from September 1 to December 31, 2023.

- For Insentif Pascabayar RAHMAH Penjawat Awam, Malaysian civil servants, both new and existing subscribers of U Postpaid 68 or U Postpaid 98, will receive a RM10 rebate. This translates to U Postpaid 68 being available for RM58 monthly, and U Postpaid 98 for RM88 monthly. The RM10 monthly rebate is applicable for 12 months, and customers can sign up between September 16 and December 31, 2023.

Customers can subscribe to the upgraded U Postpaid 68 in-stores and on www.shop.u.com.my from 1 September 2023. For U Mobile's RAHMAH offerings, customers can sign up at participating U Mobile stores, more information available at www.u.com.my.

*across entire telco industry

MALAYSIA MADANI RAHMAH

THE BEST PAKEJ 5G RAHMAH

200GB 5G DATA

U POSTPAID

200GB

HIGH-SPEED 5G DATA | ULTRA HOTSPOT 5G | FREE INTERNATIONAL 5G ROAMING

BEST PAIRED WITH LATEST 5G DEVICES

SAMSUNG GALAXY A14 5G | HONOR 90 LITE 5G

RM68 RM58 /MONTH

MALAYSIA'S NO.1 5G NETWORK

BERJAYA University College Honours Inspiring Lectures On Appreciation Day

In the month of July, Berjaya University College (BUC) hosted a lavish event to honour exceptional lecturers who illuminate the academic journey for their students. Overflowing with appreciation, Berjaya University College dedicated this momentous occasion, known as Lecturers Appreciation Day, to recognize the steadfast support, dedication, and

wisdom that these educators contribute to shaping the leaders of tomorrow.



BERJAYA University College Students Shine at U.S. Potatoes Cooking Challenge 2023

On June 24, 2023, students from BERJAYA University College pursuing the Bachelor of Culinary Arts, guided by their lecturer, Chef Alex, achieved a significant milestone by securing the 1st Runner Up position in the fiercely contested U.S. Potatoes Cooking Challenge 2023 held at Taylor's University College. Serving as the panel of judges for the competition were renowned culinary

experts, including Chef Bob Adnin, President of PCA (Professional Chef Association), Chef Jason Manson, Member of MCC (Malaysian Chef Connection), and Chef Pele Kuah, also a Member of MCC.



From BERJAYA University College to Japan!

Jaishree Ratnakumar, a final-year student pursuing a Diploma in Patisserie at BERJAYA University College, is poised to embark on an exciting culinary journey in Japan! Demonstrating their commitment to nurturing talents and providing opportunities, BERJAYA University College facilitated Jaishree's learning of the Japanese language, enabling her to secure an internship at the prestigious Four Seasons Hotel in Kyoto. Jaishree's narrative stands as a testament to the transformative impact of passion, education, and networking. Her unwavering dedication, coupled with the comprehensive programs and guidance from esteemed mentors at BERJAYA University College, has paved the way for her success. Her story serves as an inspiration to aspiring culinary professionals, highlighting the potential that emerges at the intersection of education, passion, and opportunity.



Berjaya TVET Attended Workshop On Strategic Implementation Program and Special Task Force Initiatives for Agency Reform

On June 7, 2023, BERJAYA TVET College (“BTVET”) participated in the workshop focused on the Strategic Implementation Program and Special Task Force Initiatives for Agency Reform (STAR) - Project: Implementation of employability graduates in Technical and Vocational Education and Training (“TVET”). The event, organised by the Malaysia Productivity Corporation (MPC), was inaugurated by Yang Berbahagia Datuk Che Murad Sayang Bin Ramjan, Deputy Chief Secretary (Policy) from the Ministry of Rural and Regional Development (KKDW).

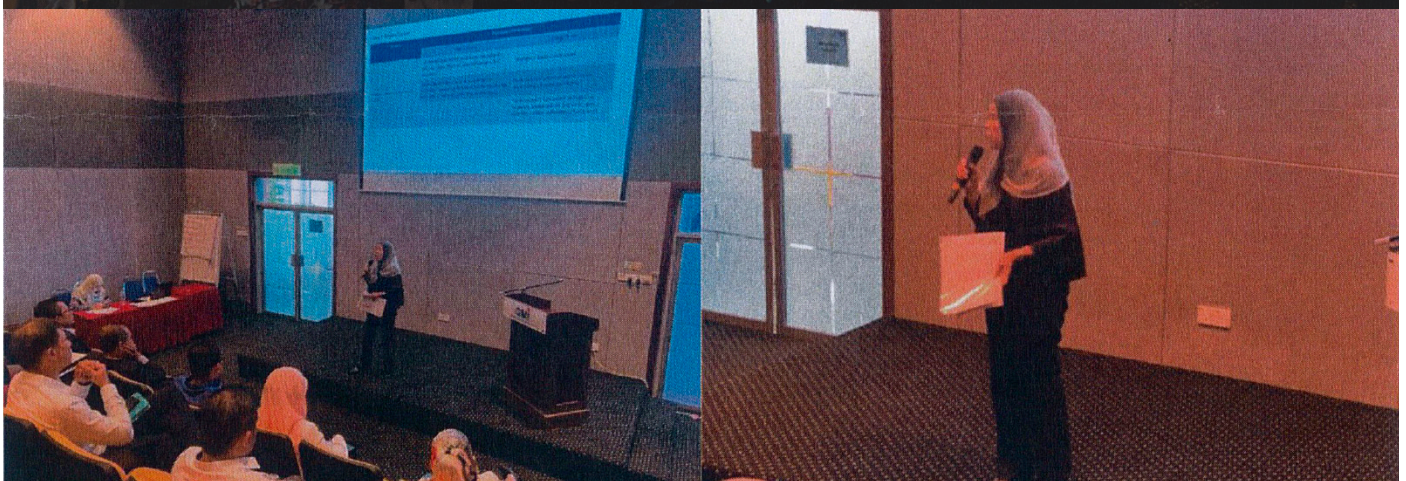
During the breakout discussions, BTVET was tasked with addressing the New Emerging Sector. Ms. Norlela Binti Baharudin, Executive Director of Berjaya Corporation Berhad (BCorp), and Mr. Syed Nazaruddin Bin Syed Othman, Centre Manager of Berjaya TVET College, presented a proposal to rectify the misalignment between industry requirements and the Na-

tional Occupational Skills Standard (NOSS) in the emerging sector. The group recommended short-term measures such as streamlining NOSS as a foundational course and promoting diverse skill sets in the automotive industry. For the long term, they proposed a curriculum incorporating emerging trends and future-proof skill sets focused on sustainability. By implementing these recommendations, BTVET aims to bridge the gap between industry needs and skills standards, ensuring a competent and adaptable workforce.

The workshop afforded participants the opportunity to address issues related to the employability of TVET graduates in Malaysia and propose initiatives to enhance the implementation of this initiative to the relevant ministries.

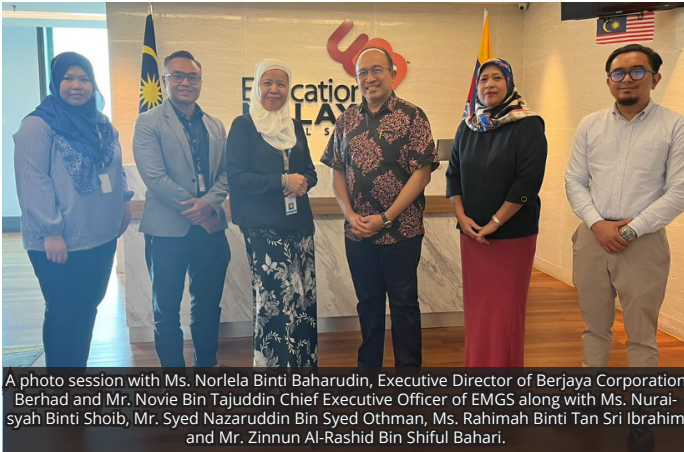


Capturing memories at the event with Yang Berbahagia Datuk Che Murad Sayang Bin Ramjan, Deputy Chief Secretary (Policy) from the Ministry of Rural and Regional Development (KKDW).



Puan Norlela Baharudin, Executive Director of Berjaya Corporation Berhad (BCorp) presenting ideas on the New Emerging Sector.

Meeting Between Berjaya TVET College With Education Malaysia Global Services (EMGS)



A photo session with Ms. Norlela Binti Baharudin, Executive Director of Berjaya Corporation Berhad and Mr. Novie Bin Tajuddin Chief Executive Officer of EMGS along with Ms. Nuraisyah Binti Shoib, Mr. Syed Nazaruddin Bin Syed Othman, Ms. Rahimah Binti Tan Sri Ibrahim and Mr. Zinnun Al-Rashid Bin Shiful Bahari.

On 27 September 2023, Berjaya TVET College (“BTVET”) held a meeting with Education Malaysia Global Services (EMGS) at EMGS Head Quarters in Hampshire Park, Kuala Lumpur. This meeting was attended by Ms. Norlela binti Baharudin, Executive Director of Berjaya Corporation Berhad (BCorp), Mr. Syed Nazaruddin Bin Syed Othman, Centre Manager, Education Malaysia Global Services, and Ms. Noraisyah Binti Shoib, Registrar representing BTVET College, while EMGS was represented by Mr. Novie Bin Tajuddin, Chief Executive Officer, EMGS, Ms. Rahimah Binti Tan Sri Ibrahim, Senior Director (Marketing & Branding), and Mr. Zinnun Al-Rashid bin Shiful Baha-

ri, Assistant Manager (International Student Management Services). The purpose of this meeting was to discuss working issues relating to international students, part-time work procedures, minimum entry qualifications for TVET programme and proposal for continuing education at Berjaya University College without having to return to their home country. The team will follow through for resolution updates from EMGS. Ms. Norlela also invited EMGS for a visit to Berjaya University College. She also expressed interest in participating in EMGS education delegation activities abroad. It is envisaged that the meeting will pave the way for future smoother operational processing and new student recruitment opportunities.



My7E Apps Birthday Celebration – Over 100 Exciting Promotions and Rewards for Our 2 million Members

range of e-voucher deals, e-stamp purchase offers, and more. Through the 100 e-Voucher Deals, members enjoyed discounts of up to 50% on various products, with the selection changing weekly. Additionally, members received a complimentary Marvel Mug for every 7 e-Stamps collected through purchases of RM15 and above. Collecting 3 e-Stamps allowed them to redeem a selected 7-Eleven product for free, and the collection of 6 e-Stamps provided members with another free selected product.

On August 8, 2023, 7-Eleven Malaysia celebrated the joyful occasion of the My7E Apps' birthday with great enthusiasm. To mark this significant milestone, 7-Eleven was prepared to unveil a spectacular array of exciting promotions and rewards for their approximately 2 million My7E Apps members, ensuring an unforgettable experience for their valued customers.

During the festivities, members of the My7E App could explore a diverse

Moreover, new My7E App members received 300 free points upon signing up. The featured birthday month promotions, lifestyle rewards, triple point rewards for 7-Eleven Brand products, lifetime membership benefits, and various other surprises to enhance the overall user experience.

INSPIRING THE SPIRIT OF TOGETHERNESS- 7-Eleven's Heartwarming Mid-Autumn Celebration with 'Bring the bunnies home' Halal mooncakes.

7-Eleven Malaysia is spreading a heartwarming message with its 'Bring the Bunnies Home' campaign, featuring a limited edition Halal mooncake series. These delectable mooncakes are offered in three all-time favorite flavors: Red Bean, Lotus, and Golden Starlight with Yolk. Packaged in trendy and whimsical designs, each mooncake is available individually, weighing 75g, and comes in a box size of 8cm (L) x 8cm (W) x 5.5cm (H). This ensures each mooncake provides a conveniently small portion, perfect for sharing with friends and loved ones.



7-Eleven Celebrate Patriotism and Bravery through “Malbatt Misi Bakara” Film.



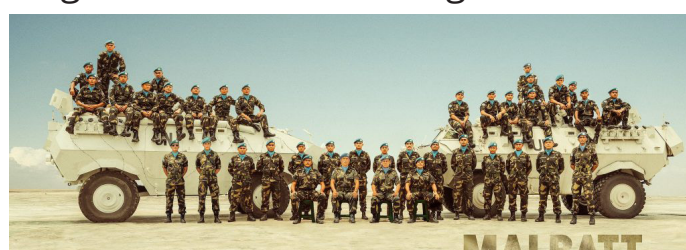
7-Eleven proudly declares its role as the promotional partner for the highly anticipated film, “Malbatt Misi Bakara.” A collaborative effort between Berjaya Pictures, the Malaysian Army, and other corporate entities, the movie unveils the untold heroism of the army, depicting their unwavering efforts to rescue a stranded U.S. army soldier following a harrowing Black Hawk Down helicopter crash in Somalia.

This significant collaboration underscores 7-Eleven’s commitment to supporting the movie, aiming to instill a sense of patriotism and honour among consumers. As part of this initiative, 7-Eleven curated a variety of movie merchandise, including key-chains, badges, umbrellas, and string bags, which were distributed across a network of up to 2,500 7-Eleven stores,

effectively raising awareness about the movie. An exciting contest was also organized for consumers, providing them with the opportunity to win Gala Screening tickets, enabling them to watch the film before its premiere.

Moreover, 7-Eleven arranged a meet-and-greet session with the movie’s cast at the 7Cafe Bandar Puteri Puchong. Lucky winners of the contest had the unique opportunity to interact with the actors and the film’s director, Adrian Teh.

In acknowledgment of its employees’ unwavering commitment, 7-Eleven organized a Movie Day at GSC Berjaya Times Square. Approximately 250 employees, including around 100 superfans of the My7e app, gathered to celebrate and honour the courage and dedication of the Malaysian Army through a special screening of the film during this event.



A person wearing a blue t-shirt is holding a black plastic pot containing several small green plants. The person's face is partially visible at the top of the frame. The background is a light-colored, possibly white, curtain. The text 'VOLUNTEER' is printed in white on the t-shirt. The text 'Corporate Social Responsibility' is overlaid in a white, handwritten-style font on the right side of the image.

VOLUNTEER

Corporate
Social
Responsibility

The Taaras Beach & Spa Resort Donated To The Terengganu Turtle Conservation Fund

The Taaras Beach & Spa Resort made a generous donation of RM30,000 to the Terengganu Turtle Conservation Fund (Tabung Amanah Pemuliharaan Penyu Terengganu). This contribution was part of a campaign held at the Turtle Conservation and Information Centre Rantau Abang, Dungun, aimed at promoting Terengganu Turtle Tourism. Terengganu Turtle Tourism follows an ecotourism concept that utilises natural areas to safeguard environmental resources, preserve biodiversity, and enhance the livelihoods of local communities. Sea turtles, being naturally photogenic and relatively human-safe, contribute to the credibility of this tourist attraction with their predictable behaviours.



Mohamed Syairoz Bin Mohd Odman, Deputy General Manager of Berjaya Corporation Berhad (third from left) represented The Taaras Beach & Spa Resort, YBM Tengku Seri Bijaya Raja Datuk Tengku Farok Hussin Bin Tengku Abdul Jalil, Terengganu State Secretary (second from left) and State Tourism Director Fadli Yusof Zakaria.



Mohamed Syairoz Bin Mohd Odman presented a token of appreciation to YBM Tengku Seri Bijaya Raja Datuk Tengku Farok Hussin Bin Tengku Abdul Jalil.

Berjaya Hotels & Resorts Organised Clean-Up Day In Conjunction With World Ocean Day

In celebration of World Ocean Day, Berjaya Hotels & Resorts conducted a clean-up day at Berjaya Langkawi Resort and Berjaya Tioman Resort. Fueled by a collective commitment to preserve the shorelines of our planet, some esteemed guests joined the resort staff in the clean-up endeavors around the resorts, gathering litter and ocean debris. At Berjaya Langkawi Resort, a total of 30 bags of rubbish were collected, while Berjaya Tioman Resort successfully gathered 15 bags of rubbish.



Berjaya Langkawi Resort's Environmental Efforts On World Rainforest Day

World Rainforest Day acts as a poignant reminder that by respecting these ecosystems, we honour life in its myriad forms. In observance of this day, the Berjaya Langkawi Resort team took a proactive stance in environmental preservation with an extensive clean-up initiative, encompassing the resort surroundings and its shoreline. Their commitment went beyond the resort boundaries, reaching into the core of the rainforest. A total of 20 bags of rubbish were gathered during this dedicated clean-up effort.



Berjaya Hotels & Resorts Blood Donation Drives

During the third quarter, both Berjaya Langkawi Resort and Berjaya Times Square Hotel, Kuala Lumpur, orchestrated blood donation drives on July 10, 2023, and August 22, 2023, respectively. Aligned with the objective of supporting Hospital Sultanah Maliha and Klinik Padang Matsirat in Langkawi, as well as the National Blood Bank in Kuala Lumpur, these drives seek to educate the public about the significance of regular blood donation and how it can make a substantial difference, fostering a positive impact in the community.



Staff of Berjaya Langkawi Resort and Berjaya Hotels & Resorts donated blood.

Berjaya Philippines Builds New Houses In Rizal Province

On June 8, 2023, Berjaya Philippines, in collaboration with Gawad Kalinga (“GK”), upheld its dedication to constructing homes for underprivileged Filipino families. Led by its President, Mr. Tan Eng Hwa, the Berjaya Philippines team conducted a groundbreaking ceremony for the construction of an additional 10 houses. Concurrently, 10 newly-built houses were handed over to the beneficiaries in Barangay Hulo, Pililla municipality, in the province of Rizal. The construction of these twenty houses, funded by Berjaya Philippines, amounted to

Five Million Pesos (PHP 5M), with the land donated by the local government. The construction efforts are managed by GK, involving volunteers and beneficiaries who contribute their “sweat equity.”

Mr. Tan Eng Hwa emphasized, “The marginalized sector and those who are the poorest of the poor must not lose hope with their dreams and aspirations in life. To build their dreams, we at Berjaya Philippines are committed to improving their lives by first provid-



Berjaya Makati Hotel Resident Manager Ms. Lady Elegado (middle) handing over the symbolic key to one of the beneficiaries of the houses.

ing a decent home. Through this, their family members can focus either on their studies or their jobs so that their dreams of a better life will become a reality.”



Berjaya Philippines President Mr. Tan eng Hwa (2nd from right) leads the groundbreaking and turnover of houses during a visit to the beneficiaries of Berjaya GK Village located in Pililla, Rizal.

Berjaya Volunteering Day With The Lost Food Project

Volunteering Day

Berjaya Corporation Berhad
X
The Lost Food Project



24
June

9:00AM - 1:00PM
The Lost Food Project Central,
Chan Sow Lin

Please scan the
qr code to register:



Organised by:



On June 24, 2023, Berjaya Corporation Berhad and The Lost Food Project joined forces to organize Berjaya Volunteering Day, creating an opportunity for employees across the Berjaya group of companies to contribute their time and effort towards packing food for those in need. A total of 20 employees from various Berjaya group companies gathered at The Lost Food Project's warehouse on Jalan Chan Sow Lin. Together, they packed a total of 18,448 meals, benefiting 14

beneficiaries. The packed meals comprised a variety of fresh vegetables, fruits, and dry items, providing essential assistance to the beneficiaries in coping with the escalating costs of food. Through this initiative, 16,142 kg of greenhouse gases were prevented from entering the atmosphere by diverting the food from landfills.

To raise awareness about food wastage, Mr. Harbir from Ground Control conducted a mini-workshop on DIY food composting at home. The workshop aimed to educate volunteers on starting their own food composting at home and adopting practices to reduce food wastage in their daily lives. Overall, the experience was enlightening, showcasing the significant impact of saving food from wastage and how it could benefit someone in need.



Food composting workshop by Mr. Harbir from Ground Control.



Berjaya staff volunteering their time to pack food for the needy.



Berjaya Volunteers at the compost workshop.



Berjaya volunteers chopping vegetables and preparing the fresh food for distribution.



Sustainability

Berjaya Corporation Berhad ESG Month July 2023 – Workshops

As part of Berjaya Corporation Berhad's ESG Month in July 2023, the Sustainability department initiated two impactful workshops to enhance employee engagement and raise awareness about the importance of sustainability practices. These workshops were conducted in collaboration with Zero Waste Malaysia (ZWM), a non-profit organisation promoting a zero-waste lifestyle, and Mereka, an education technology provider incorporating real-world applications of digital technology and ESG.

The first workshop, titled the "Zero Waste Workshop," aimed to educate participants on the benefits of effective waste segregation and sustainable living strategies. Throughout the session, employees learned practical ways to reduce consumption, implement effective reuse practices, and actively participate in recycling efforts. To enhance the learning experience, an interactive demonstration was conducted, guiding participants on distinguishing between recyclable and non-recyclable items.

The second workshop, the "Paper Seed Bomb Workshop," provided a hands-on experience where participants created seed bombs using recycled paper, soil, and seeds. The paper seed bomb not only offered a creative way to beautify the environment but also contributed to waste reduction and the recycling of used materials.

Together, these workshops provided employees with an engaging platform for interaction through enjoyable activities while increasing their awareness of sustainability. This initiative aims to pave the way for a sustainable lifestyle and practices within the organisation.



ESG Workshop - Paper Seed Bomb



ESG Workshop - Zero Waste

Berjaya Corporation Berhad ESG Month July 2023 – Mini ESG Exhibition



Sustainability team helping Berjaya Staff to recycle items at the mini exhibition.

Alongside the workshops, the Sustainability Department collaborated with various sustainable and recycling vendors to host the inaugural Mini ESG Exhibition at Level 12, Café Area Central, Berjaya Corporation Berhad Corporate Office. This event, held on July 14, 2023, aimed to raise awareness about the benefits of Rethinking Consumption: Reduce, Reuse, and Recycle (3R's) in the workplace. Ms. Vivienne Cheng, the Joint Group Chief Executive Officer of Berjaya Corporation Berhad, officiated the exhibition, featuring ESG-related booths from sustainable and recycling vendors such as Thanam Industry Sdn. Bhd., Hara Makers, One Less Plastic, Origin Bulk Store, Blue Shark, Impactlution, and Tzu

Chi Foundation Malaysia. Notably, several vendors expressed their commitment to supporting marginalized communities by providing employment opportunities and generating income. The exhibition showcased sustainable and upcycled products, presented EV bikes by Blueshark Malaysia, and included various ESG-related activities. Over 200 Berjaya employees participated in the event, demonstrating their support. Additionally, a sustainability quiz engaged participants, assessing their knowledge of environmentally conscious practices. In collaboration with Thanam Industry Sdn. Bhd., a total of 241.3 kg of recycled items were collected from Berjaya employees during the exhibition, including old newspapers, mixed used paper, E-waste, and plastic.



Sustainability focuses vendors showcasing their items at the mini exhibition.

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